

The following listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

Claim 1 (Original): A printer comprising:

a rotatable take-up assembly adapted and configured to receive a quantity of a printing medium;

a rotatable supply assembly;

a printhead assembly;

a motor assembly operatively coupled to said rotatable take-up assembly; and

a media sensing assembly including a sensor and an indicator, said indicator being rotatable relative to said sensor.

Claim 2 (Original): The printer of claim 1, wherein the indicator includes alternating regions of at least two different reflectivities.

Claim 3 (Original): The printer of claim 1, wherein the sensor is an infrared sensor.

Claim 4 (Original): The printer of claim 2, wherein the indicator includes alternating regions of black and silver.

Claim 5 (Original): The printer of claim 4, wherein the sensor is an infrared sensor.

Claim 6 (Original): The printer of claim 1, wherein the sensor produces an output signal, said output signal being communicated to associated circuitry in said printer.

Claim 7 (Original): The printer of claim 6, wherein said output signal includes information indicative of the quantity of media in said rotatable supply assembly.

Claim 8 (Original): The printer of claim 6, wherein said output signal includes information indicative of the rotation of said rotatable supply assembly.

Claim 9 (New): A printer comprising:

- a rotatable supply assembly configured and adapted to store a quantity of a print medium;
- a rotatable take-up assembly configured and adapted to receive the print medium;
- a printhead assembly including a printhead;
- a ribbon supply assembly including a hub assembly, said hub assembly configured and adapted for rotatably receiving a spool having a quantity of ribbon wherein rotation of the spool creates an amount of back tension in the ribbon;
- a ribbon take-up assembly configured and adapted to receive the ribbon; and
- a first motor assembly operatively coupled to said rotatable take-up assembly and said ribbon take-up assembly.

Claim 10 (New): The printer of claim 9, wherein the hub assembly further includes at least one hub portion and at least one spring, the at least one hub portion and the at least one spring being rotatably mounted on a shaft.

Claim 11 (New): The printer of claim 10, wherein the at least one spring is a torsion spring.

Claim 12 (New): The printer of claim 9, wherein the ribbon supply assembly further includes a sensor, the sensor communicating to circuitry in the printer the quantity of ribbon on the spool.

Claim 13 (New): The printer of claim 9, wherein the ribbon supply assembly further includes a sensor, the sensor communicating to circuitry in the printer the rotational condition of the spool.

Claim 14 (New): The printer of claim 9, wherein the amount of back tension in the ribbon is proportional to a width of the spool.

Claim 15 (New): The printer of claim 9, further comprising a mechanism for feeding at least a portion of the print medium independent of the ribbon.

Claim 16 (New): The printer of claim 15, wherein the mechanism includes a second motor assembly cooperative with a cam assembly for moving the printhead at a predetermined time thereby separating the printhead from the print medium.

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Claim 17 (New): The printer of claim 16, wherein the mechanism further includes a brake assembly configured to stop rotation of the ribbon supply assembly at the predetermined time.